



Firelands Federal Credit Union | Mailing Address: P.O. Box 8005, Bellevue, OH 44811 | Phone: 1-800-276-5775

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Contact:

Melanie Myers, Communications Director
Firelands Federal Credit Union
Email: myersm@Firelandscfu.org

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Firelands FCU Takes Bold Step to Ensure Every Member Gets the Firelands Experience

New initiative powered by AI technology means non-English speaking members in Erie, Huron, and Crawford counties receive the same outstanding service as every other Firelands member

BELLEVUE, OH - Firelands Federal Credit Union (Firelands FCU), a community-centered financial institution serving over 36,000 members across Erie, Huron, and Crawford counties, is proud to announce a new initiative aimed at ensuring that non-English speaking community members can receive the same quality of service as every other Firelands member. Beginning at its Norwalk and Sandusky branches, Firelands FCU is implementing AI-powered technology through a partnership with Traduality, a Bloomington-based Credit Union Service Organization (CUSO), so that every member — regardless of the language they speak — can receive clear, confident, and respectful service from Firelands staff.

A Community That Speaks Many Languages

Firelands FCU has always been guided by the Credit Union Philosophy of People Helping People. As the communities it serves continue to grow more diverse, the credit union recognized an opportunity to live that philosophy more fully. Non-English speaking residents of Erie, Huron, and Crawford counties deserve the same seamless banking experience as any other member — and with this initiative, Firelands FCU is making that a reality.

Bringing AI Into the Branch

Through Traduality's Fire Lingo platform, Firelands FCU staff at the Norwalk and Sandusky branches are now equipped to communicate directly with non-English speaking members during in-person visits — without relying on outside services or asking members to wait. Fire Lingo Face-to-Face enables employees to hold clear, natural conversations with members in their preferred language right at the branch. In addition, Firelands FCU is using Fire Lingo Cloud to produce multilingual marketing and member education materials, extending the credit union's reach into non-English speaking communities before members even walk through the door.

"At Firelands FCU, our commitment has always been simple: every member deserves the same great experience, no matter what. By bringing this AI technology into our Norwalk and Sandusky branches, we're making sure that a language barrier never stands between a member and the financial support they need." said Brett Montague, President/CEO at Firelands Federal Credit Union.

The Start of Something Bigger

This deployment at Norwalk and Sandusky marks the beginning of Firelands FCU's broader effort to build trust and deepen relationships with the non-English speaking members already living and working in its service area. The credit union sees this not as a single project, but as a commitment to continuously improve the experience for every member it serves.

"Firelands FCU embodies exactly what a credit union should be — a financial institution that genuinely cares about every person in its community," said Diego Achio, CEO and Co-founder of Traduality.

"We're proud to support their efforts to make sure that no member has to navigate one of the most important aspects of their life — their finances — in a language that isn't their own."

For more information about Firelands Federal Credit Union's services and community initiatives, visit firelandsfcu.org.

About Firelands Federal Credit Union

Firelands FCU is a member-focused financial institution offering a variety of savings and lending products. Chartered in 1957, we are committed to improving the financial wellbeing of our members and offering services that support their long-term financial goals.

About Traduality

Traduality is a Bloomington-based technology company and Credit Union Service Organization (CUSO) specializing in AI-powered multicultural member experience solutions. Traduality helps credit unions across the country make it possible for their employees to communicate with and serve non-English speaking members — across branches, contact centers, and member-facing communications — through its Fire Lingo platform. For more information, visit traduality.com or contact Diego Achio (CEO & Co-founder) at achiodiego@traduality.com.

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